PHILIP MORRIS USA **INTEROFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NEW YORK 10017

TO: Field Sales Management **DATE:** October 11, 1994

FROM: Craig Johnson / VP, Sales

SUBJECT: **Premium Brand Visibility Drive - November 28 - December 30, 1994**

Here's the Situation (The Why?)

Problem:
- Premium Brands, excluding Marlboro, rebounded well since PRP but have experienced slight share erosion recently
- Competitive Premium brands are applying more pressure with buy downs

Previous Learnings:
- MAT and MCS visibility drives worked great
- Sales Force executes flawlessly where specific goals are established

Opportunity:
- New Premium Brand POS available in December with new impactful advertising

The Idea (The What)

- Take advantage of the situation to have a POS Drive during December featuring one brand per market including temporary and permanent POS. Please refer to Attachment A for your specific market. Our objective is to rekindle momentum on these important brands.

How?

- Use learnings from the MAT and MCS drives where we achieved our objectives to execute a Premium Brands POS Drive.

Our Measurement

Temporary POS
- 75% penetration of Pack Accounts with at least 2 additional items per account along with B-rack POS.
- Temp POS includes a 2-sided Poster, Dangler, Static Cling and B-rack POS
- B-rack POS strategy
  - B Header, 1st tier strip and side panels should be your market's primary brand
  - The 2nd and 3rd best selling brands in the market should be placed on the 2nd and 3rd tiers on the premium counter display
- Please note that temporary POS will be force shipped **October 15, 1994.**

Permanent POS
- 40% penetration of Carton Outlets with at least 2 items per account.
- Perm POS includes Single and Double Shopping Baskets, Roly Polys, and Order Dividers
- All Permanent POS should be ordered through Midas under the allocation screen PF19

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Retailer Gift
A branded case cutter should be given to all retailers who accept placement of either the Permanent or the Temporary POS. Case cutters will also be force shipped to reps along with the temporary POS.

Tracking Placements
Sales Reps are responsible for reporting the placement of both Permanent and Temporary POS in their Powerbooks from **November 28 - December 30, 1994.**

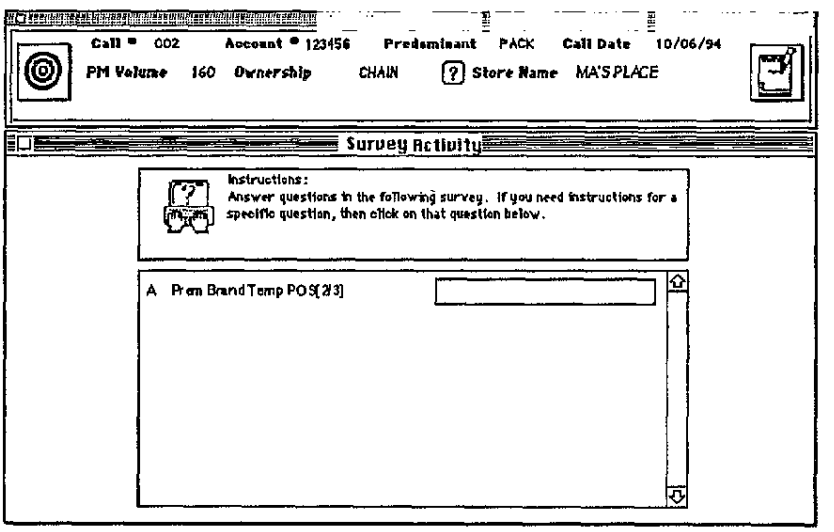
- Permanent POS placements should be reported by POS item number in a new Premium Permanent POS table located in the POS/Fixture screens in SFA (on your Powerbooks).

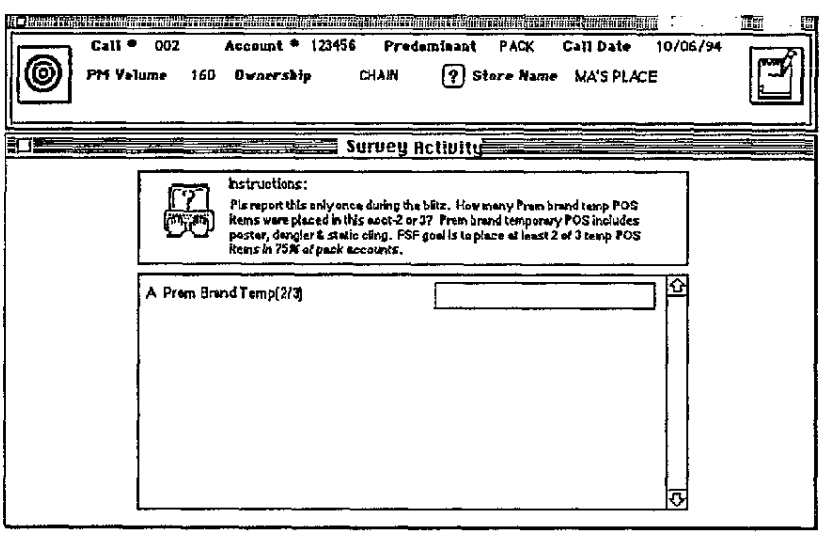
- Temporary POS placements should be reported on the Survey Activity screen. **Please report this information only one time during the drive.** Click once on the question entitled "Prem Brand Temp POS(2/3) and the instructions for answering this question will appear in the upper portion of the Survey Activity screen.

  If you place two different types of temporary POS items, Sales Reps should type a 2 in the text box to the right of the question. Three unique items should be reflected by typing a 3 in the text box.

Please refer to the diagrams below and on the following page.

The initial question:





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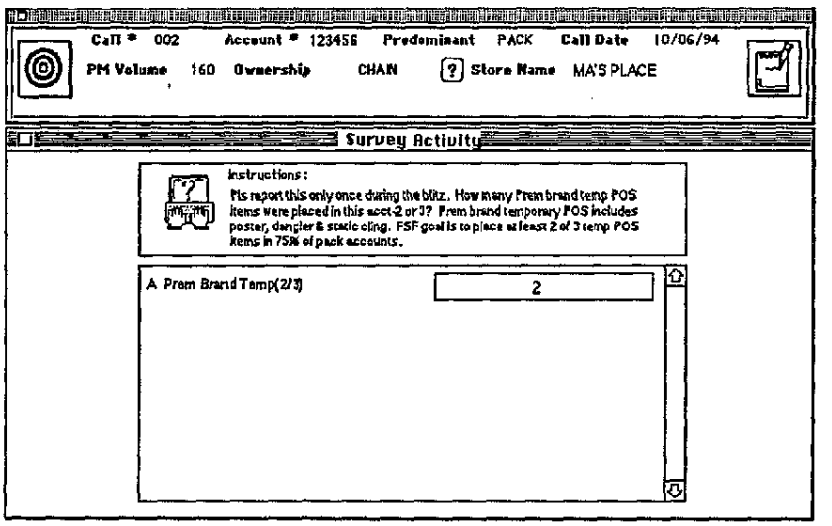
The diagram below illustrates the response screen which is how your answer would look after the information is correctly entered.



Timing

Temporary POS and Branded Case Cutters will be force shipped to reps	beginning 10/15/94
Sell-in to accounts	NOW
Perm POS ordering	11/15 - 12/15/94
POS placement	11/28 - 12/30/94
Limited quantities of each brand's Perm & Temp POS available for special requests	11/15 - 12/30/94

A Selling Tool

- This package contains a sales presentation for your retailers which will help to explain our rationale in increasing profitable volume. If it helps make the sale, please use it.
- Be sure to sell incremental cartons in support of this enhanced visibility.

If you need additional quantities or have any questions, please contact your Region Trade Marketing Promotions Manager.

cc: F. Alfieri
B. Reuter

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Attachment A

Premium Brands
11/28-12/30/94 Visibility Blitz
Brand Per Market

Region 1	1A0	Bangor	Merit
	1B0	Boston	Parliament
	1C0	Hartford	Merit
	1D0	Rhode Island	Merit
	1E0	Albany	Merit
	1F0	Syracuse	Merit
	1G0	Buffalo	Merit
	1H0	New York	Parliament
	1I0	Philadelphia	Parliament
	1J0	Harrisburg	Merit
Region 2	2A0	Baltimore	Merit
	2B0	Washington	Merit
	2C0	Richmond	Merit
	2D0	Raleigh/Durham	V Slims
	2E0	Charlotte	V Slims
	2F0	Columbia	B&H 100s
	2G0	Greenville	V Slims
	2H0	Knoxville	V Slims
	2I0	Nashville	V Slims
	2J0	Atlanta	V Slims
	2K0	Birmingham	V Slims
	2L0	Savannah	V Slims
	2M0	Jacksonville	B&H 100s
	2N0	Pensacola	V Slims
	2O0	Orlando	B&H 100s
	2P0	Tampa	B&H 100s
	2Q0	Miami	B&H 100s
Region 3	3A0	St. Louis	B&H 100s
	3B0	Springfield	V Slims
	3C0	Paducah	V Slims
	3D0	Memphis	V Slims
	3E0	Jackson	V Slims
	3F0	Little Rock	V Slims
	3G0	New Orleans	V Slims
	3H0	Lake Charles	V Slims
	3I0	Des Moines	Merit
	3J0	Omaha	Merit
	3K0	Kansas City	Merit
	3L0	Tulsa	V Slims
	3M0	Oklahoma City	V Slims
	3N0	Dallas/Ft. Worth	B&H 100s
	3O0	Midland	B&H 100s
	3P0	Albuquerque	B&H 100s
	3Q0	Houston	B&H 100s
	3R0	Waco/Temple	B&H 100s
	3S0	San Antonio	B&H 100s

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Attachment A

Premium Brands
11/28-12/30/94 Visibility Blitz
Brand Per Market

Region 4	4A0	Pittsburgh	V Slims
	4B0	Cleveland	V Slims
	4C0	Columbus	Merit
	4D0	Cincinnati	V Slims
	4E0	Saginaw	Merit
	4F0	Detroit	V Slims
	4G0	Grand Rapids	Merit
	4H0	Toledo	V Slims
	4I0	Indianapolis	V Slims
	4J0	Louisville	Merit
	4K0	Lexington	V Slims
	4L0	Chicago	B&H 100s
	4M0	Peoria	V Slims
	4N0	Green Bay	Merit
	4O0	Minneapolis	Merit
	4P0	Sioux Falls	Merit
	4Q0	Milwaukee	Merit
Region 5	5A0	Alaska	Merit
	5B0	Spokane	Merit
	5C0	Seattle	Merit
	5D0	Portland	Merit
	5E0	Denver	Merit
	5F0	Salt Lake	B&H 100s
	5G0	Phoenix	B&H 100s
	5H0	Sacramento	B&H 100s
	5I0	San Francisco	B&H 100s
	5J0	Fresno	B&H 100s
	5K0	Hawaii	B&H 100s
	5L0	Los Angeles	B&H 100s
	5M0	San Diego	B&H 100s

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